

Nike+



Hybrid Offering	
Brief description	Nike+ is a wireless sensor transmitting training data from the NIKE+ shoe to an Apple iPod nano in real-time. During the training, the iPod displays time, distance and calories burned. After the training, the data is transmitted from the iPod to the NIKE+ website through iTunes. On this website the data can be compared and analyzed.
Hybrid offering's industry	Sporting Goods
Company details	
Nike Inc. www.nike.com	Nike Inc. is the largest sporting goods company in the world and was founded in 1972. Its headquarter is located near Beaverton, USA.
Company's industry	Sporting goods
Country of origin	USA
Dimensions	
Product dimension	The Nike+iPod consists of a small accelerometer embedded in a shoe, which communicates with the Nike+ receiver plugged into an iPod nano.
Service dimension	Software on the iPod analysis the incoming data and calculates the running distance and the calories burned. Optionally, the records of the device can be visualized and compared on the Nike+ homepage.
Other links	www.nike.com/nikeplus
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	Subscription Based
Revenue model	B2C

Images

Product dimension



Service Dimension

